



**Lets Go Travel**  
Uniglobe®

*"Committed to Sustainable Travel and Tourism"*

**2022**

**SUSTAINABILITY REPORT**





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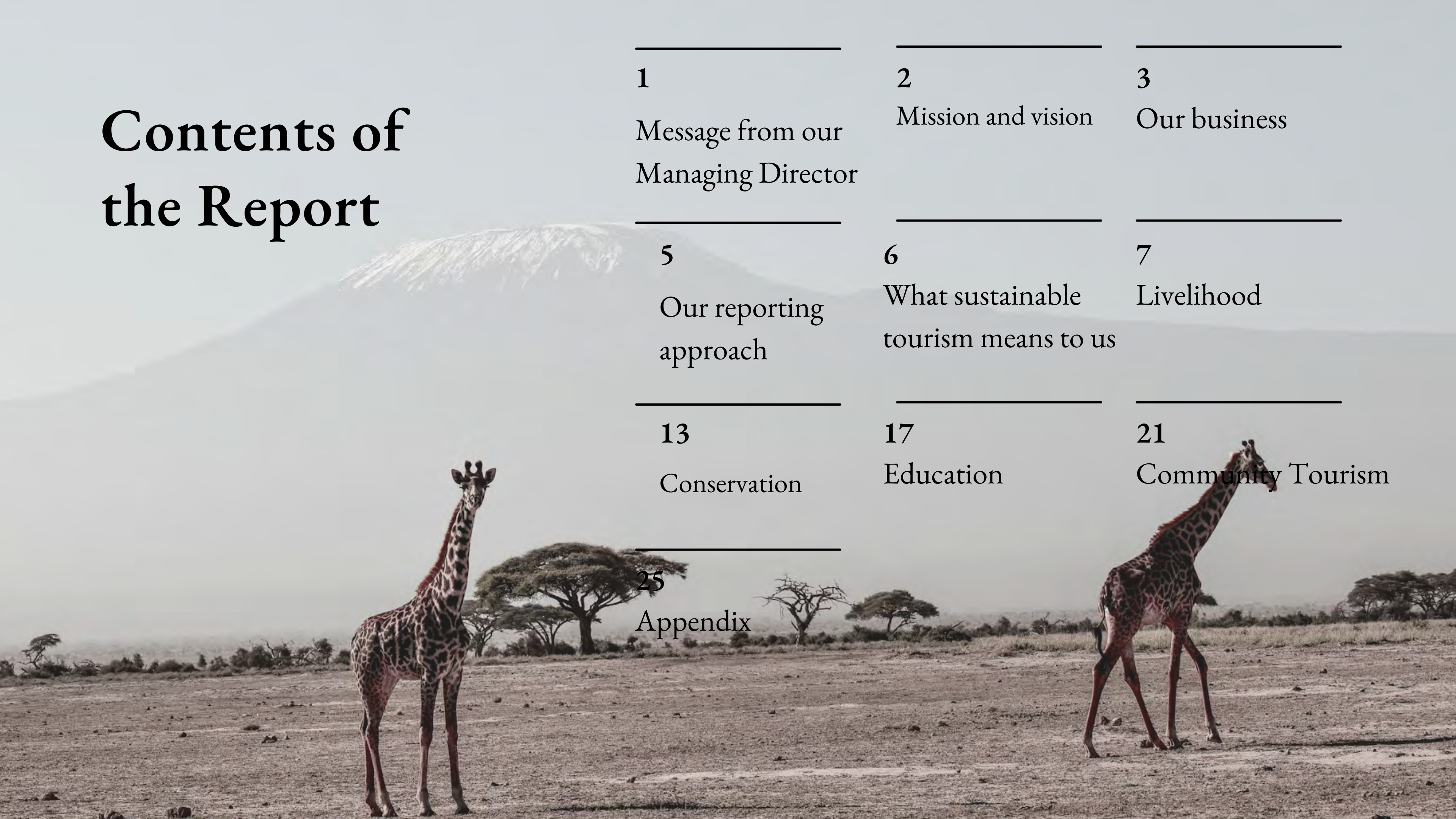
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# Message from our Managing Director

It's such a pleasure to write this short paragraph and an intro to our 'Sustainability philosophy' and know how much time our staff devote to all these great activities and support for the causes. What with the world gatherings of COP meetings and similar, greater attention on keeping the world below the 2 C degree increase, we in our very small way try to do our part – please can you now spend five minutes reading what we have accomplished this last year.



**Alan Dixon**



# Our Mission

Our mission is to fulfill the travel experience desired by our business and leisure travelers. We aim to achieve this through our team of knowledgeable and reliable professionals, who are self-driven to provide unmatched quality, choice, value, and personal service. In doing so, we will uphold professional standards and promote responsible and sustainable tourism.

# Our Vision

To become your preferred travel advisor by providing excellent customer experiences and value by putting our traveler's interests at heart.



# Our Business

Founded in 1979, Lets Go Travel Uniglobe is the leading sustainable inclusive travel management company in Kenya and East Africa. With over 40 years of experience, the company is committed to making the travel-buying experience a positive one by offering efficient, personal service and comprehensive travel services.

Our Air Travel department gives expert advice, help, and ticketing for travel both internationally -worldwide, and within the East Africa region. We have great expertise in air ticketing combined with the best travel technology, assuring you of quality travel management. Our head office is located at The Hub in Karen and is IATA-approved and automated, offering computerized reservations and ticketing. We also offer our service in designing Safaris and Holidays for individuals, families, small or large groups, special interest groups, incentive tours, and conferences. We take pleasure in a

arranging unusual travel and accommodation requests; be it cozy places, major projects or events, family events, or reunions.

For residents of Kenya and East Africa looking for a holiday overseas, we offer trips to many destinations worldwide. We arrange skiing holidays, sports tours, destination weddings and honeymoons, special interest trips, and cruises.

Our commitment to sustainable travel and tourism has seen us win various awards and certifications over the years including winning the best tour operator 5 times for the Eco-Warrior Award, an award that recognizes responsible tourism practices, Travelife Certified, a tourism sustainability certification status, and now one of Africa's Top 100 Tour Operators.







# Our reporting approach

Our corporate social investment programs include both social and environmental focuses since the tourism sector is a force impacting both tourists and communities. However, the impact does not stop there. It extends beyond the tourists and communities to our staff, partners, suppliers as well as social followers. We focus on creating authentic holiday experiences and connecting travelers by having great expertise in travel and with modern technology that offers quality travel management through sustainable solutions. This is because the sector's stakeholders have embraced sustainable practices that aim to safeguard livelihoods and the environment.

At Lets Go Travel Uniglobe, sustainability is the foundation of everything we do; from marketing, and product development to procurement and partnerships as we are truly committed to doing business the right way and making our destination better.





# What sustainable tourism means to us



We support the UN Sustainable Development Goals (SDGs) with a particular interest in SDGs 1 (No Poverty), 2 (Zero Hunger), 3 (Good Health and Well-being), 4 (Quality Education), 7 (Affordable and clean energy), 8 (Decent Work and Economic Growth), and 13 (Climate Action). The desire to achieve the SDG's goals is combined with our four corporate social investment pillars namely Livelihood, Education, Conservation, and Community Tourism. These are significant to the company's services as we seek to positively impact the travel experience into a better cause by transforming our business operations, community, and the environment.



# 1. Livelihood





Much research has documented that seniors and the less disadvantaged living in food-insecure households face high risks of challenging health problems such as higher hospitalization rates, depression, chronic diseases, being frail, and other mental conditions. Our Pat Dixon Aid to the Elderly program continues to improve the livelihoods of the beneficiaries in Limuru with a reliable distribution of food hampers supplemented with the occasional donation of clothing and other items. The beneficiaries comprise seniors and other vulnerable persons, Cheshire Home for physically challenged teenage girls, Body of Christ Children's Centre, and St. Joseph's Kindergarten with food hampers and clothing where possible to improve their livelihood.

The initiative serves as a hub for the beneficiaries to access nutritious meals that promote health and well-being that improves their quality of life as well as foster respect, self-determination, and social connection among them. The provided food hampers contain a relatively balanced variety of foods to keep them healthy. It also helps the beneficiaries avert begging for food within their communities as they now have a reliable supply of food. 2022 was a challenging year due to the effects of rising food prices that rippled through





the economy. The increases are a result of supply constraints driven by difficult-to-predict variables such as high energy prices, geopolitics, and weather. Even though the year was difficult, we managed to keep this program going by providing food hampers every two weeks for the beneficiaries. We also had an extra Christmas special where the 400 registered members got a Christmas bundle comprising an extra 2 kgs of flour, extra rice, some pieces of clothing, and a blanket. The children at Body of Christ received a special Christmas package of blankets, and snacks from one of our partners. Our team also spent some time at Cheshire Home for the physically challenged teenage girls who got an extra snack package. The Limuru sub-county Kenya Red Cross hall where the beneficiaries gather also received a beautiful coat of paint, courtesy of the program.

This initiative also supports paying the monthly salaries of several teachers at the Body of Christ Children's Centre and St. Joseph Kindergarten as we believe this has the greatest impact on improving the children's learning outcomes.





According to UNESCO, one in ten girls misses school during that time of the month. Lack of access to sanitary products for girls can put these vital products out of their reach due to financial and physical barriers. This can pose a major challenge to girls reaching their potential, particularly in public spaces such as schools.

The inability of girls to get sanitary products in schools results in absenteeism affecting their performance. To promote education and the retention of girls in school, we have been providing sanitary products and hygiene talks in five schools under our Keep Her in School initiative







The five schools are Kalalu, Ndemu, Umande, Gakeu Primary Schools, and Kalalu Secondary School. The beneficiaries are girls from grades six to eight in the four primary schools, which serve as feeder schools to the secondary school, as well as girls from form one to four in the secondary school. This has hugely helped the girls to continue with exemplary academic performance compared to the boys.

This initiative ensures inclusive and equitable quality education for the girls as they stay in school and perform well promoting lasting learning opportunities. We also work towards achieving gender equality as girls who are educated and confident tend to create a better life for themselves and their communities.







## 2. Conservation





Our continued support and engagement with local conservation organizations contribute toward biodiversity conservation and climate action as these organizations are well conversant with much-needed know-how, networks, research, and action plan to fully serve their mission. The payment of annual corporate membership fees and active participation in some of their activities such as tree planting in Eburru forest, and the Forest Challenge which raises awareness amongst Kenyans on the importance of forests and the threats of deforestation organized by the East African Wildlife Society are important to us.



Our partners continue to sensitize our team on all the latest happenings within their network. For example airline representatives from British Airways, and Air France–KLM presented to us on some of the sustainability initiatives currently being carried out such development of Sustainable Aviation Fuel (SAF), fuel-efficient aircraft with reduced emissions, and new technologies that could help airlines reduce their emissions and meet their sustainability goals.



Technological advancements have enabled us to simplify data collection and consolidate carbon emissions data for all our air travel clients where we share carbon reports, to assist them in supporting climate action initiatives. The carbon reports are used by our corporate clients in various capacities such as annual directors' or sustainability reports where organizations are required to disclose their greenhouse gas emissions and account publicly for their contributions to climate change.

Simply put, reusable water bottles are better for the environment than single plastic water bottles. This is because they reduce both our carbon footprint and limit the plastic pollution crisis in landfills, oceans, rivers, and other places where plastic waste ultimately ends up. On all our safari tours, we provide reusable water bottles for our clients to encourage them to carry their water, reuse and refill. All our safari vehicles are fitted with water stations allowing travelers to refill along their trip.

We abide by sector-wide sustainability standards that aim at raising awareness and changing mindsets towards responsibility set by associations to which we are members such as the Eco-Tourism Kenya Association (ETK), The Kenya Association of Tour Operators (KATO), and The Kenya Association of Travel Agents (KATA).







# 3. Education







Truly the youth can lead the global drive towards a more sustainable future with their creativity and dynamism. Through a partnership with Sustainable Travel and Tourism Agenda, we support youth empowerment and mentorship in sustainable tourism development with the Young Change Makers program. Every month we attend seminars across ten plus universities in Kenya where the discussions focus on the tourism sector's best sustainability practices. In addition, the program has the Rising Stars Awards which promote excellence in sustainable tourism, by recognizing young people who have made extraordinary contributions to the Young Change Makers program, through its knowledge, motivation, and creativity safe spaces.

The Utalii Bora, the Swahili word for “Good Tourism” is a ‘sustainable tourism product watch’ that engages university students to visit different attractions and share their experience of a tourism product by rating their sustainability level.





This initiative aim is to promote travel to unique destinations, promote responsible travel and responsible ways of doing business and help travelers understand sustainability in the places they visit. The best-written reviews, which are purely travelers' opinions, are published as a blog. LGT offers an incentive of Kes 3,000 per month towards each monthly visit by the students.

Our Managing Director continues to be our sustainability ambassador by actively engaging different stakeholders on matters of sustainable travel and tourism in both Kenya and beyond on various

business forums. We actively engage our clients and the public on aspects of sustainability to ensure we raise awareness across our communication channels. Truly the youth can lead the global drive towards a more sustainable future with their creativity and dynamism.











# 4. Community Tourism







Community tourism ensures that experiences make a genuine difference to local communities at the destination. We support a range of local partners by adding their experience to our itineraries so that our clients have the unique opportunity to connect with local communities and make a positive impact. For safaris, we collect conservancy/conservation fees which are funds channeled back to local communities to assist them in protecting their natural and cultural heritage. These funds support activities such as, supporting local schools, improving access to healthcare and clean water, and empowering women. We also contribute to community-led organizations such as Ngare Ndare Forest by renewing our annual corporate membership fees.







Table 1: Amount spent and time volunteered towards our sustainability initiatives

Sustainability pillar	Initiative	Description	Amount (Ksh.)	Time (Hours)
Livelihood	Pat Dixon’s Aid for the Elderly	Facilitating and distributing of food hampers to the beneficiaries in Limuru town	240,000	440
	Keep Her in School	Facilitating and providing sanitary towels to girls in 5 schools in Nanyuki	240,000	51
Conservation	Corporate membership	Friends of Nairobi National Park	25,000	—
		Eco-Tourism Society of Kenya	15,000	—
		Laikipia Wildlife Forum	10,000	—
		The East Africa Wildlife Society	25,000	—
		Travelife	45,768	—
		Ngare Ndare Forest Trust	10,000	—
		Nature Kenya	15,000	—
	Forest Challenge	Participation	30,000	8
	Sustainability focused forums	Participation	226,000	25
Education	Young Change Makers	Participating in inter- university seminars	500,000	300
Community Tourism	Supporting local partners	Collection and distribution of funds such as conservancy fees	All payed across	—
Total in Kshs.			1,382,000	824
Total in USD			11,000	824
Total in GBP			9,100	824

Approximate exchange rates are as of 21st February 2023. The **hours** volunteered not included in the financials.



Thank you for taking the time to read our 2022 sustainability report. Please let us know at [felix@letsgosafari.com](mailto:felix@letsgosafari.com) if you have any feedback or suggestions, we would love to hear them. Also, visit [uniglobeletsgotravel.com/sustainability](https://uniglobeletsgotravel.com/sustainability) to download our past sustainability reports.

